

FIG. 1

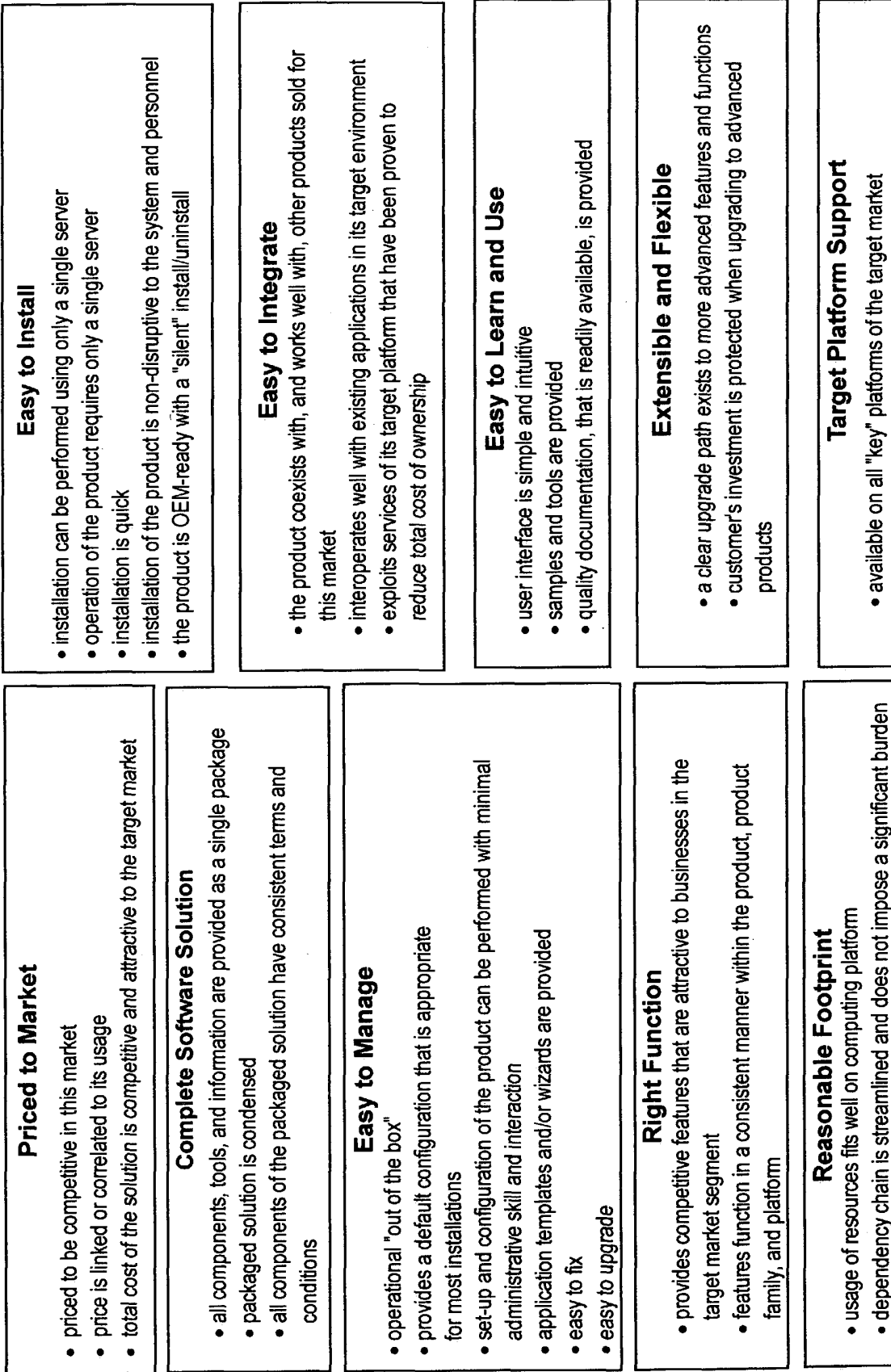


FIG. 2

Criteria	Rank
Priced to market	9
Complete Solution - Available as a single product/package	2(tie)
Easy to install	8
Easy to integrate	7
Right Function - Consistent usage	5
Right Function - Competitive features and functions	4
Easy to Manage	6
Easy to use and learn	1
Extensible & Flexible	10
Reasonable Footprint	2(tie)

FIG. 3

Definition	The product price should be competitive with comparable, leading products in the market segment and should provide an attractive entry price to this market segment.															
Information Required	Assessed Product Competitive Product 1 Competitive Product 2	Name 320	Vendor 330	Version/ Release 340	Price 350	Pricing Model 360										
Measurement Guidelines	Compare the product's price to the competitive products. Use the following rating scale:															
	<table><tr><td>5</td><td>Price significantly beats competitive product</td></tr><tr><td>4</td><td>Price beats competitive product</td></tr><tr><td>3</td><td>Price meets competition</td></tr><tr><td>2</td><td>Competitive product's price beats assessed product</td></tr><tr><td>1</td><td>Competitive product's price significantly beats assessed product</td></tr></table>						5	Price significantly beats competitive product	4	Price beats competitive product	3	Price meets competition	2	Competitive product's price beats assessed product	1	Competitive product's price significantly beats assessed product
	5	Price significantly beats competitive product														
	4	Price beats competitive product														
	3	Price meets competition														
	2	Competitive product's price beats assessed product														
1	Competitive product's price significantly beats assessed product															
Deviations/ Considerations	A reasonable price premium may be acceptable if product is unique or if product is clearly superior to competitive products in selected criteria measurements.															

FIG. 4

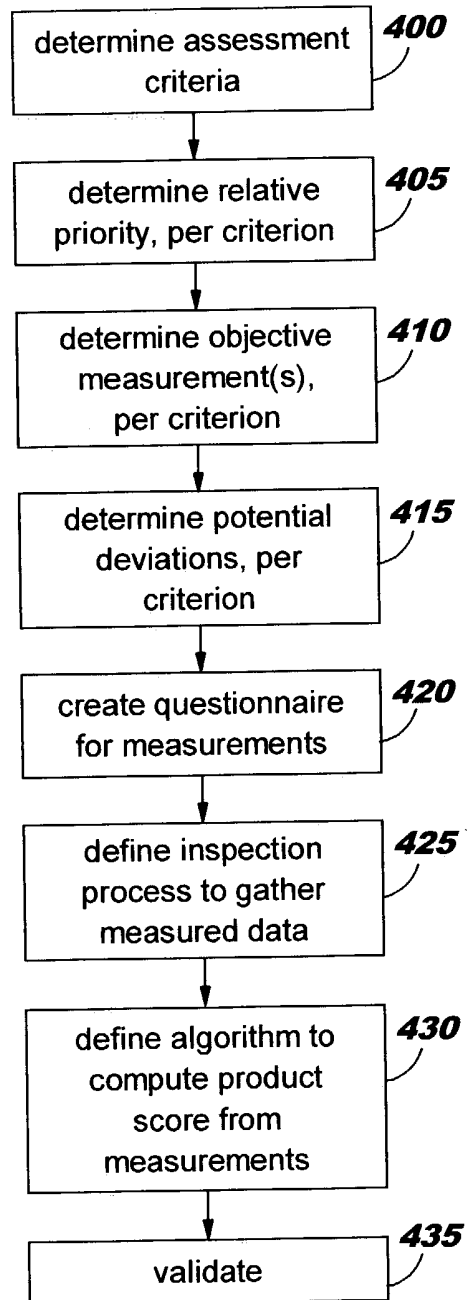


FIG. 5

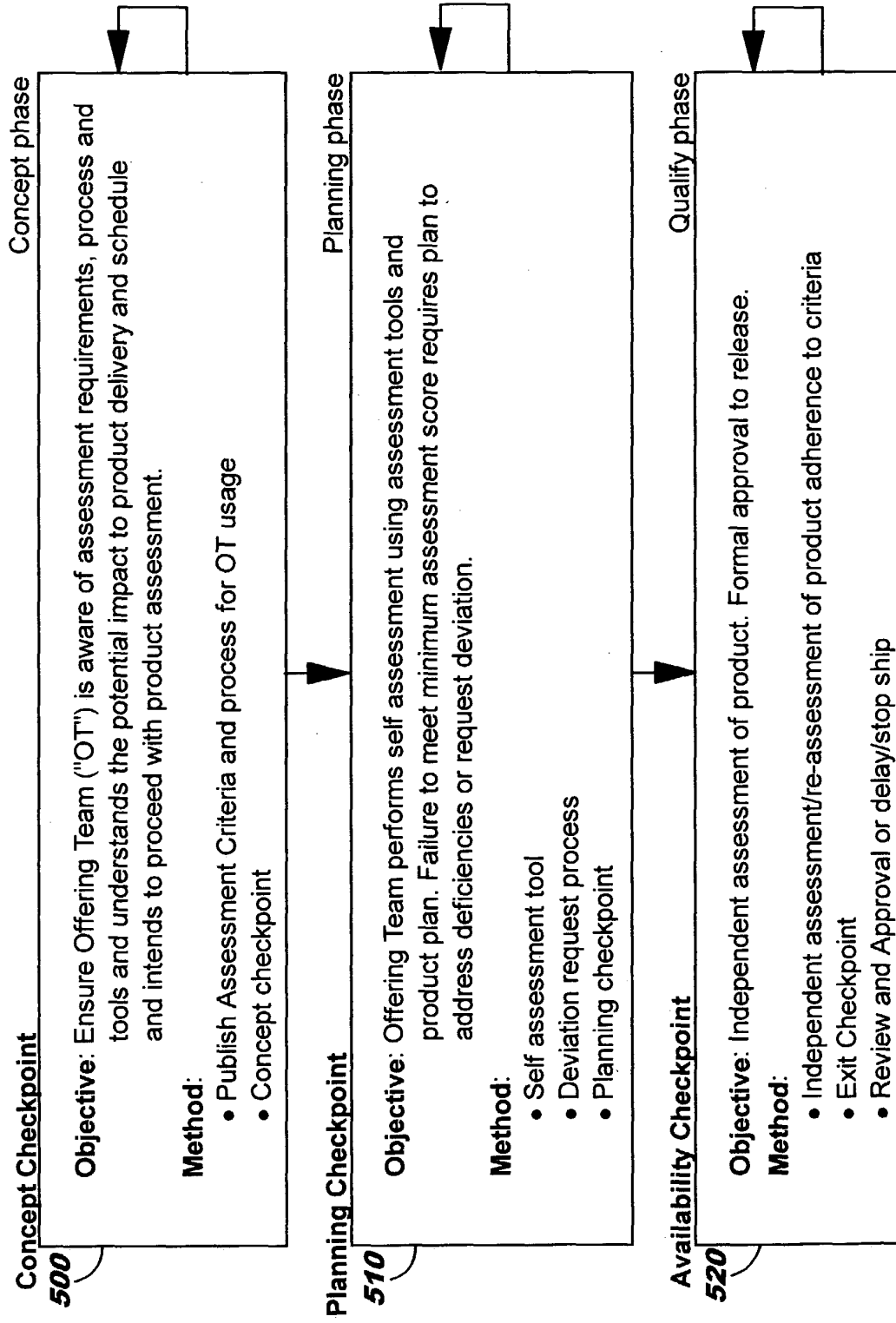


FIG. 6

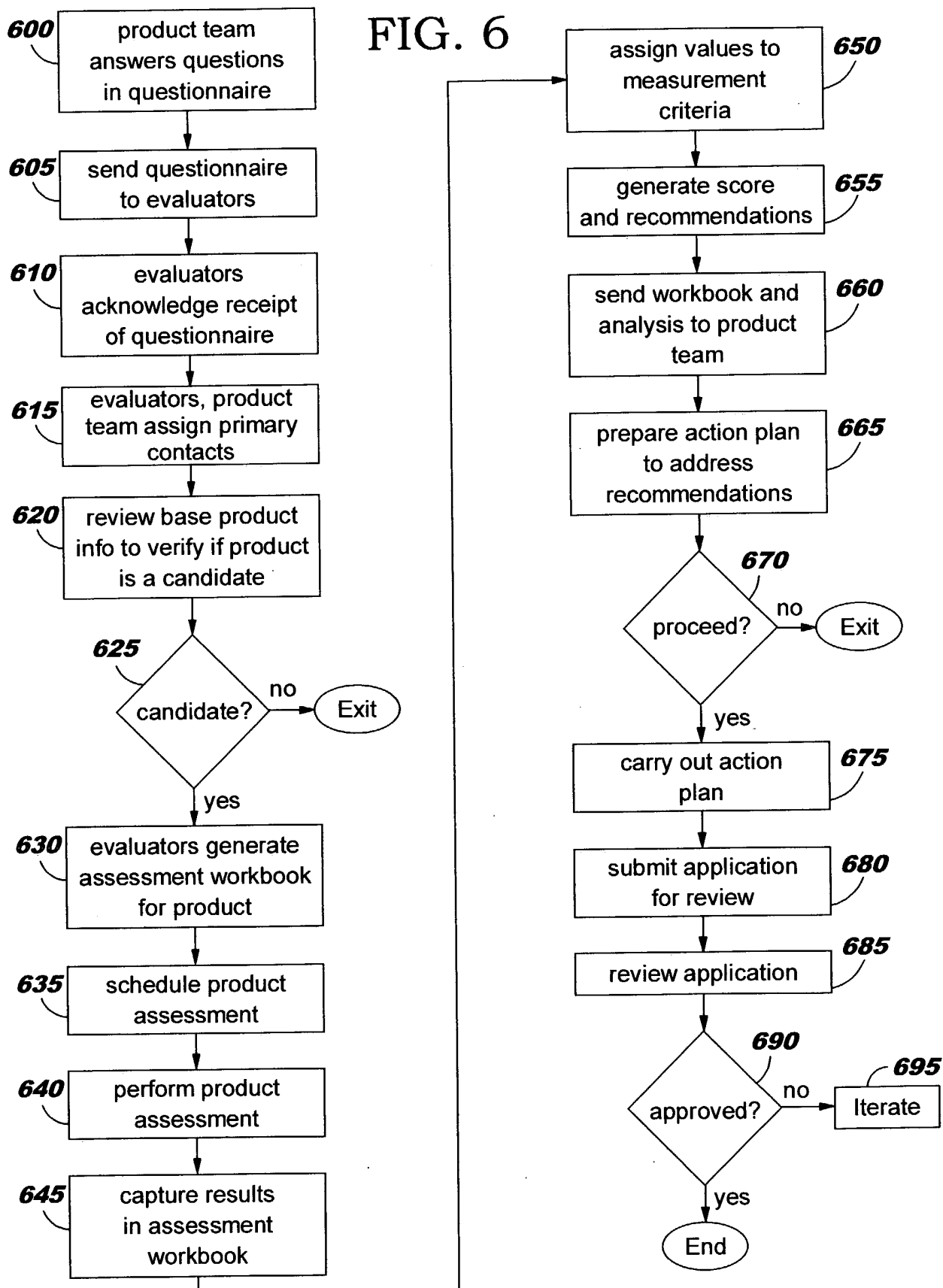


FIG. 7

Bas Information

Proposed Product Name	
Version to be assessed	
Platforms to be assessed	Win2000
Download site for install image	
Target Availability (mm/dd/yyyy)	
Current Phase (Concept, Plan Avail)	

1. What is the value proposition for this product?
2. Why is this a good mid-market candidate?
3. When making a purchase decision, what two products/vendors would a decision maker consider as the closest competitors to your product?

Primary Competitor	
Secondary Competitor	

Priced to Market

4. What usage metric is used for pricing?

Usage Metric	Used(Yes/No)	Comments
per Name User		
per Concurrent User		
per Application User		
per processor		
per Server		
per Managed resource (ie, TB of data)		
other		

5. Why was this metric selected?
6. Provide pricing comparison to competition at various usage levels.

Utilize the following conversions if needed:

1 server = 2 processors

1 concurrent user = 2.5 named users

Usage Level	Candidate Product	Competitor
1 usage unit		
10 usage units		
20 usage units		
100 usage units		
1 CPU		
4 CPU		

FIG. 7

(cont'd)

7. Are there any additional restrictions or limitations that your product places on usage?
8. At what usage level do you move off the assessed product to more advanced capability?
9. Can a customer add capacity as needed?
10. How does your product enforce usage?
11. Does your product require services to complete implementation or deployment?
12. Is total cost of your solution with services < \$100,000?
13. Can your product be effectively administered with minimal admin training (e.g., less than 8 hours)?
14. Are adequate education materials provided (in package or online) so that admin skills can be self taught?

Complete Software Solution

15. What external dependencies does your product have (i.e., other products or services)?
16. How many CDs are delivered to customer when they order your product?
17. How many CDs are required to actually install the product?
18. Does your install package contain any optional software (like "try-and-buys")?
19. What are the terms and conditions for you product?
20. Are they similar to (i.e., consistent with) other mid-market products?
21. How do they differ from Enterprise versions of product?

Easy to Install

22. Does your product require more than one server for effective operation?
23. Does it require exclusive use of the server with reasonable work load for the product?
24. Does your product offer silent install/uninstall capabilities?

FIG. 7 (cont'd)

25. Can it easily be wrapped by third party solution install technology?

26. What install technology is used?

Easy to Integrate

27. How does your product relate to other mid-market products?

Assessed Product	Mid-Market Product 1	Mid-Market Product 2	Mid-Market Product 3	Mid-Market Product 4
Provides services to				
Is dependent on				
Unaware of but can coexist with				
Aware of and makes use of				
Aware of and extends				
Makes use of Enterprise version of				

28. How does your product relate to and support other popular applications and formats?

29. Does your product obtain any 3rd party vendor certifications (Windows 2000, IBM, Clustering, Novell...)?

Easy to Learn and Use

30. What are the primary user-roles supported by your product?

(yes/no)

- Admin
- Developer
- Application user
- Other (list)

31. Does your product provide default and advanced configuration templates?

32. How many hours of training are required to effectively administer your product?

33. What is the fix/update strategy for your product?

34. Are fix packs cumulative?

35. Are hot fixes (delta updates) available?

36. How often are fixes generated?

FIG. 7 (cont'd)

37. Is an online download site available for product updates?

38. Is it publicly available or does it require a service contract?

39. How easy is it for customers to determine what fix is needed (e.g. how many minutes)?

Right Function

40. What are the primary features provided by your product?

41. How does this compare to your competitors?

42. Do you have any third party assessments that compare your product's features with your competitors?

43. What third party recognition or endorsements has your product received?

44. Are product capabilities and features consistent across platforms?

45. Does your product belong to a "family of products"?

46. If so, is it clearly positioned with other products in the family?

47. What differentiates this product from the Enterprise version of the product?

Extensible and flexible

48. How does assessed product differ from Enterprise version?

Difference :	Y/N	comment
Adjustment in feature set provided		
Lower price per usage metric		
Different terms and conditions		
Reduced packaging		
Improved ease-of-use / tooling		
Reduced platform support		
Reduced Admin needs and complexity		
Different support level/pricing		

FIG. 7 (cont'd)

49. Does your product provide a clear upgrade path to more advanced function?
50. When moving to advanced function, what percentage of the customer's investment in services and customer development get retained?
51. Are migration services/tools provided?
52. From competitors products?

Mid-market Platform Support

53. What platforms does your product support?

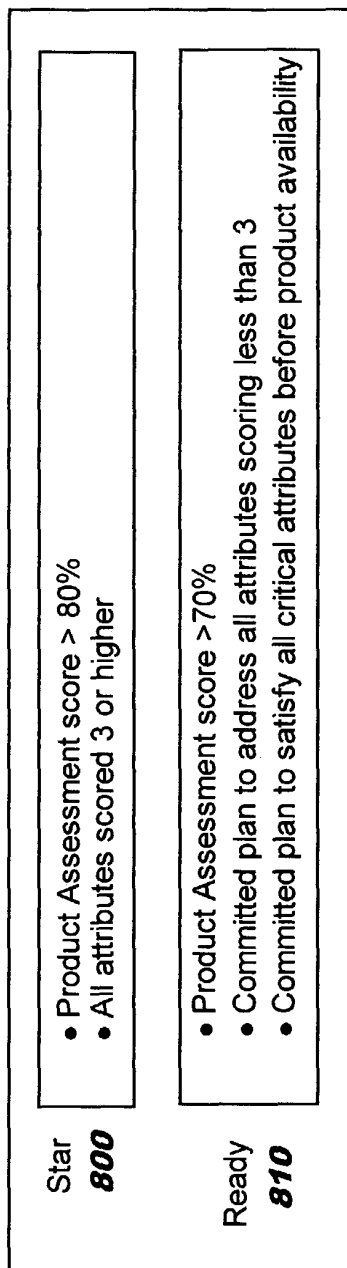
54. Which ones will it support in near future?

Y=Yes, P=Planned, N=not supported, NA=not applicable

Platform	Server	Clients	Admin	Agents	Development
Win2000/XP					
iSeries					
Linux					
Solaris					
HP/UX					
IBM AIX					
Web Based					
Other					

End of Questionnaire

FIG. 8



820 Critical Attributes

- 830**
- Priced to Market: Competitive pricing
 - Priced to Market: Price linked to usage
 - Complete Software Solution: Single Package
 - Complete Software Solution: Consistent terms and conditions
 - Easy to Install: Single Server Operation
 - Easy to Install: Non-disruptive to system and personnel
 - Easy to Install: Silent Install (OEM ready)
 - Easy to Integrate: Coexists and works well with other mid-market products
 - Easy to Manage: Operational out of the Box - default config
 - Easy to Manage: Minimal administrative interaction required
 - Easy to Learn and use: Samples and tools for quick start
 - Easy to Learn and use: Successful first-use experience
 - Extensible & Flexible: Clear upgrade path to advanced function
 - Extensible & Flexible: Investment is protected
 - Right Function: Consistent Feature usage
 - Reasonable Footprint: Competitive Footprint

FIG. 9

900

Results of Product Assessment for Product XYZ

910

Product Assessment Score

Product XYZ : 87.65%

Product ABC : 67.89%

Acme Computing Product : 71.23%

920—Attributes not meeting requirements:

- Complete Software Solution: single package score: 2

921 Impact to score if brought to minimum: .67%

Comments: requires product DEF, not included in install package

Easy to Learn and Use:

922 Samples and tools are provided score: 2

Impact to score if brought to minimum: .34%

Comments: sample would be useful for function PQR

930—Recommended Actions:

- 1) Include product DEF in install package
- 2) Provide sample for how to use function PQR

FIG. 10

Autonomic Computing

Self-configuring

With the ability to dynamically configure itself on the fly, an IT environment can adapt immediately - and with minimal human intervention - to the deployment of new components or changes in the IT environment.

Self-healing

Self-healing IT environments can detect improper operations (either proactively through predictions or otherwise) and then initiate corrective action without disrupting system applications. Corrective action could mean that a product alters its own state or influences changes in other elements of the environment.

Self-optimizing

Self-optimizing refers to the ability of the IT environment to efficiently maximize resource allocation and utilization to meet end users' needs with minimal human intervention.

Self-protecting

The goal of self-protecting environments is to provide the right information to the right users at the right time through actions that grant access based on the users' role and pre-established policies. A self-protecting IT environment can detect hostile or intrusive behavior as it occurs and take autonomous actions to make itself less vulnerable to unauthorized access and uses, viruses, denial-of-service attacks, and general failures.

FIG. 11

1100

	Self-configuring	Self-healing	Self-optimizing	Self-protecting
1110 Easy to Install	Able to get application installed and running with minimal skill and interaction			
1120 Easy to Manage	Upgrades are performed with minimal skill and interaction	Problems are fixed with minimal skill and interaction	Application performance is improved with minimal skill and interaction	Security threats are neutralized with minimal skill and interaction
1130 Easy to Integrate	Able to detect and integrate with other products			
1140 Easy to Learn and Use			Less worry having to do everything "right" from the start	Less worry about accidental exposure of sensitive information
1150 Extensible and Flexible	Extensions can be made with minimal skill and interaction			